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Thorp & Co. to represent Race for the Cure

BY ROBIN LONDNER

Coral Gables public relations firm Thorp & Co. said it will commit a fifth of its staff to The Susan G. Komen Breast Cancer Foundation's Miami Race for the Cure event Oct. 18, as well as education and fundraising programs for the breast cancer group.

Thorp said three executives will handle media relations for the foundation's Miami/Fort Lauderdale affiliate.

"We became involved with the local Susan G. Komen Breast Cancer Foundation about four years ago after a long-standing client, Kathryn Becker, was diagnosed with breast cancer," said Patricia Thorp, president of Thorp & Co. "We saw how it affected her, and we stood by her through her recovery."

Becker, director of marketing communications for ADP TotalSource, became president of the Miami/Fort Lauderdale Komen affiliate after her health improved.

"We selected Thorp & Co. not only because of its proven track record but, more significantly, because of the fact that its team embraces our cause and has demonstrated a stellar commitment to our group," Becker said. "Thorp & Co. has been very generous in donating some of its time to support our cause, and we are very appreciative of their executives' efforts."

The agency said its aim is to attract more participants to the Race for the Cure and reach more people with the foundation's educational and fundraising messages. Thorp said it will hit print, radio and television outlets in Miami-Dade, Broward and Monroe counties.

The PR firm also said it will partner with local organizations to offer educational programs at schools and will work with professional sports teams to raise money for grants Komen provides to nonprofit organizations that offer education, screening and support to medically underserved communities. The agency also said it will help organize events including luncheons and galas, group meetings and free mammography screenings.

Thorp would not disclose its billings on the account, but the agency did say it is donating some of its time.

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